MOTORCYCLES SHOW **MERIT IN MEXICO**

Of the Ninety Machines in Use, Fifty Are Equipped With Goodyear Tires.

Perhaps in no other kind of equipment w being used by the United States n the punitive expedition into has there been greater interest the motorcycle equipment. Motor-ave made good wherever used, the carrying of despatches have invaluable. Brig.-Gen. George is been so impressed by the per-ce of motorcycles in the Villa exthat he has recommended to the I with four motorcycles, and every The chief difficulty according to the General, is the men who understand their but this trouble is rapidly being

ous in the expedition. Ninety ma-are known to be in commission, despatch is absolutely necessary tions as they exist must be me ingly. Durability and depend-of tires is essential in the land sands and alkalis. More than n the serviceability of Goodyear forcefully shown by the fact the ninety machines now in use Mexican expedition, fifty are with Goodyear blue streak

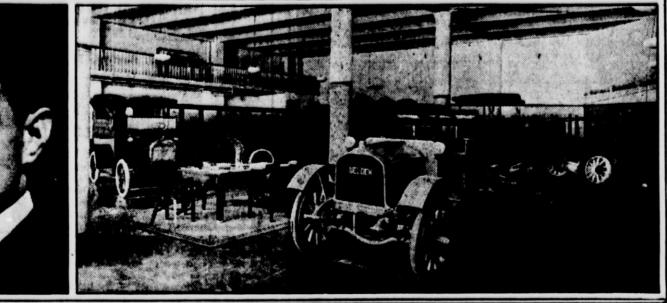
ng them either as standard or optional

Moline-Knight auto-

Rochester, N. Y., who broke in that city for sales made on h was practically unknown

took hold of it a little

Energetic President and Spacious Salesroom of the Manhattan Motors Corporation



When the Manhattan Motors Corporation, with E. F. Miltenberger at its head, established itself in large quarters at Broadway and Fifty-sixth street there was a big commotion "along the row." The newcomer came well prepared to meet a variety of business needs with the Vim, a comparatively light fast delivery wagon, and the Selden, a powerful truck of well known history and dependability, and the selling staff made its presence felt immediately. The concern has much to offer to many men of many minds in many

SAVES DRIVERS' TIME.

higher compliment could be how careful the driver, prompt service is wanted sometimes, somewhere. When the service is wanted it is wanted in the United States Army to out of every four motorcycles used in the United States now it careers on Goodyear tires, and the house that gives prompt service as a service saves the truck owner vexations and costly delays," says F. W. Shermand and costly delays, "says F. W. Shermand water quickly shrinks it immovably into United States Army is wanted sometimes, somewhere. When their careers on Goodyear tires, manufacturer of motorcycles has and costly delays," says F. W. Shermanufacturer of motorcycles has and costly delays," says F. W. Shermanufacturer of motorcycles has and costly delays," says F. W. Shermanufacturer of motorcycles has and costly delays," says F. W. Shermanufacturer of motorcycles has and costly delays," says F. W. Shermanufacturer of motorcycles has and costly delays, "says F. W. Shermanufacturer of motorcycles has and costly delays," says F. W. Shermanufacturer of motorcycles has an dostly delays, "says F. W. Shermanufacturer of motorcycles has an dostly delays," says F. W. Shermanufacturer of motorcycles has an dostly delays, "says F. W. Shermanufacturer of motorcycles has an dostly delays," says F. W. Shermanufacturer of motorcycles has an dostly delays, "says F. W. Shermanufacturer of motorcycles has an dostly delays," says F. W. Shermanufacturer of motorcycles has an dostly delays, "says F. W. Shermanufacturer of motorcycles has an dostly delays," says F. W. Shermanufacturer of motorcycles has an dostly delays, "says F. W. Shermanufacturer of motorcycles has an dostly delays," says F. W. Shermanufacturer of motorcycles has an dostly delays, "says F. W. Shermanufacturer of motorcycles has an dostly delays," says F. W. Shermanufacturer of motorcycles has an dostly delays, "says F. W. Shermanufacturer of motorcycles has an dostly delays," says F. W. Shermanufacturer of motorcycles has an dostly delays, "says F. W. Shermanufacturer of motorcycles has an dostly delays," says F. W. Shermanufacturer of motorcycles has an dostly delays, "says F. W. Shermanufacturer of motorcycles has an dostly delays," says F. W. Shermanufacturer of motorcycles has an dostly delays, "says F. W. Shermanufacturer of motorcycles has a dostly delays," says F. W. Shermanufacturer of motorcycles has a dostly delays, "says F. W. Shermanufacturer of motorcycles has a dostly delays," says F. W. Shermanufacturer of motorcycles has a dostly delays, "says F. W. Shermanufacturer of motorcycles ha

Moline Knight, and Charles H. Washburne, Its Distributor.

in the infinite detail of quick application of these tires that we guard against delay to Gibney tire users. Rushed from the disabled truck

possessed sufficient technical information and experience to proceed with any great degree of assurance and success. Although ploneers in the effort to conquer the air the United States soon dropped to some the air the United States soon dropped to some the safe of the car, and for twelve months insures such replacement work with a charge only for labor of installation.

In commenting on this guarantee, C. R. Schuyler, manager of the Duffy Motors Corporation, says: "The service we handed in labor and only the said of the car.

such external resources as lay at their places immense responsibility on us, a command to rediscover those laws and responsibility we believe we are the first among agencies to assume to such an extent. But we have unlimited faith in When we consider the decades that have our cars and are willing to demonstrate been consumed in bringing ballooning to the soundness of that faith by rendering ts present incomplete state of develop- real service to our customers. ment, the difficulty of putting it on a pactical basis in the short space of a few years is readily apparent.

The United States Rubber Company was among the first to start in search

of knowledge in this new enterprise. This company did what always has been done in such cases. First, it collected all the on Long Island, Samuel S. Toback, pres obtainable data as to what others knew literat of the A lilliott R of the subject, and with this to work on local distributor of the set about improving and correcting the discovered three things mistakes of others. It took months of first, that the roads in patient research and many more months in the condition for m of costly experiment to attain final success.

FREE SERVICE TO OWNERS.

The guarantee also insures the free easy matter to build a military balloon.
The warring nations of Europe alone faulty workmanship during a period of three months after the sale of the car.

far behind in the work of perfecting the movement they began and now is far lieve is invaluable not only to automobilists without chauffeurs, but also to outdistanced by more farsighted competi-tions who wish their own inspection work checked up and made as thorough

TOBACK BELIEVES IN SIGNS.

as only a large organization has the facilities to make it. "Of course, such a broad guarantee

type of motor and says a great

TO THE FRONT WITH THE MAGNETO MAN

He Sees That Trucks Do Not Lose Spark of Life, but Remain Efficient.

An echo of real preparedness wa sounded by the Splitdorf Electrical Com pany of Newark, N. J., in anticipating the call for service with the train of trucks engaged in the transport of supplies for the American military forces engaged in the Villa hunt in Mexico.

In the roadless and shifting tracts on Mexican soil the Splitdorf company realized that the trucks engaged in the work of transport were having the real test of active service and that it was imperative every aid should be available in case of emersency in the entirely new conditions in which they were suddenly called for duty.

An expert magneto man. A. F. Jacobs, was despatched from the Splitdorf Elec-trical Company's branch house in Dallas. Tex., as soon as the transport trucks were assembled in Columbus, N. M., to await the order to cross the border. It await the order to cross the border. It was his duty to render Splitdorf service wherever and whenever needed, and he accompanied a train of twenty-three Jeffrey Quaß trucks, all Dixie magneto equipped, to Casas Grandes, a 130 mile run through the desert sands and rough mountain trails. They carried the first shipment of supplies into Mexico for the use of the American troops, and the

The matters not how good the tire or how careful the driver, prompt service is wanted to be rebuilt or discarded. A steel band the service is wanted it is wanted badly, and the house that gives prompt service saves the truck owner vexations such coals bright to dear of saves the truck owner vexations and costly delays," says F. W. Sherwood, local branch manager of the Gibb new Tire and Rubber Company.

"How soon" is the question flashed by telegraph, telephone or messener, when wear and tear or accident to treshas put a truck out of commission, and being on the Job instantity is the keynote of Gibber solid tire springly being on the Job instantity is the keynote of Gibber solid tire springly transportation problems.

They carried the first shelder in the wise is placed in a hydraulic press.

Interested in Aerial Prepared—
Interesting Offer.

A monthly inspection and oiling ervice, free of charge and designed ear eye, free of charge a when wear and tear or accident to three is worked by our experts with marvelous has put a truck out of commission, and being on the job instantly is the keynote of Glancy solid tire service and the progress of the city's really spells the progress of the city's really spells the progress of the city's transportation problems.

"Naturally our service starts with a stock of tires of all sizes and types we handling his problem intelligently and efficiently with minimum and cushion solid tires—but it is loss of time."

Is worked by our experts with marvelous the increasing value and usefulness of rigid and non-rigid balloons both for rigid and non-rigid balloons both for military purposes and as means of rapid transportation. Our own Government has observed closely the achievements in this newly developed branch of a serial navigation, and investigations have been started with an end to equip our naval and military forces with proper airships.

In the purposes and as a means of rigid and non-rigid balloons both for military purposes and as means of rapid transportation. Our own Government has observed closely the achievements in this newly developed branch of a purpose and as a means of rapid transportation. Our own Government has observed closely the achievements in this newly developed branch of a purpose and as a means of rigid and non-rigid balloons both for military purposes and as means of rapid transportation. Our own Government has observed closely the achievements in this newly developed branch of a purpose and as a means of rapid transportation service reads: "We guarantee relating to the inspection service reads: "We guarantee to furnish Duffy inspection service in the inspection service reads: "We guarantee to furnish Duffy inspection service and the order of the wear on the inspection service reads: "We guarantee to furnish Duffy inspection service reads: "We guarantee relating to the inspection

Extra supplies in the intelligent hands of expert ignition men are being to to the front by the Splitdorf Electrical Company in the determination to tore-stall any chance of a breakdown through knew we had good branch house service for users of Splittorf ignition at all times, but it is gratifying to know that mediately responsive but Splitdorf igni-tion has stood up to the most arduous and strenuous test while other makes and strenuous test white have developed serious defects. Of course, we take pride in the Splitdorf preparedness record and we feel that we have good and plenty of cause for it."

KNIGHT MOTOR IS EFFICIENT. C. T. Silver Explains How It Im proves With Use.

C. T. Silver is a firm believer in the

All of the entire State of New York and the metropolitan district, in bland about the metropolitan district, in the fairness and asked may be supposed and the metropolitan district, in the fairness and asked may be supposed and the metropolitan district, in the fairness and the fairness and asked may be supposed and the metropolitan district, in the fairness and asked may be supposed and the metropolitan district, in the fairness and asked may be supposed and the metropolitan district, and the metropolit

8¾% Increase in Price Taking Effect May 1st.

At midnight on April 30, 1916, catalog prices on the 33 Winton Six will be withdrawn. On and after May 1, 1916, the following prices (f. o. b. Cleveland) will be in effect:-

Five-passenger touring, \$2485 Limousine (three-quarters), \$3450 2535 Limousine (four-door), 3700 Seven-passenger " 2635 Limousine-landaulet, 3700 Six-passenger Four-passenger " 3400 2485 Coupe, 2800 Roadster, 2485 Coupelet, 3700 Chassis only. 2200 Sedan,

This increase of \$200, representing an advance of 834 per cent., is made necessary by the increased cost of both materials and labor.

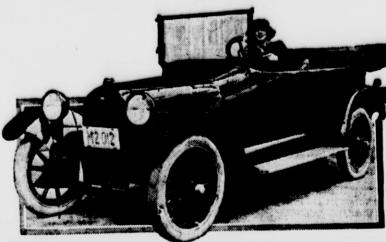
Orders booked before May 1st will be accepted at catalog prices, \$200 lower than the figures listed above.

The Winton Company

Winton Building, Broadway at 70th Street Newark-Winton Bldg., 380 Central Ave.

Tel. Columbus 3580 Tel. Mulberry 900

"Gracious! It's Easy to Drive a Velie."



"During the past few years more and more women have become proficient automobile drivers," says George Garland, agent for the Velie car. "At first the electric held the field, but the exhilaration experienced through the mastery of a powerful yet docile motor has won women of all types until now they are encountered in all parts of the earth.

"When a woman understands the advantage of the automobile she gets her husband to buy one and she learns to drive, so that when he is at business she can take the car out herself. In the homes where the Velie goes the women almost invariably drive because of the accessibility of the levers and the ease

"Two sets of brakes are provided with a compound leverage, thereby exerting many times the power on the wheels applied by either hand or foot. The gear shift lever is placed within close reach, and by its rocking motion simplifies to a marked degree the process of changing gears, which need is reduced to a minimum by the use of a powerful six cylinder motor.

"In every sense the Velie Six is the

almost invariably drive because of the accessibility of the levers and the ease of operation.

"Just take the case of little Jane Gail, shown in the accompanying picture, who is an enthusiastic driver. Read her little Velie story.

"I drive the Velie,' says Miss Gail, shown in the accompanying picture, who is an enthusiastic driver. Read her little Velie story.

"I drive the Velie,' says Miss Gail, shown in the accompanying picture, who is an enthusiastic driver. Read her little velie story.

"I drive the Velie,' says Miss Gail, shown in the accompanying picture, which is an enthusiastic driver. Read her little velie story.

"I he every sense the Velie Six is the woman's car, but in so dedicating it the man member of the family may be assured that every feature of comfort and convenience so carefully thought out for her will be appreciated by him-

BUYS CAR IN A HURRY.

Metropolitan Sales Manager H. N. Pyke of the Carl H. Page Company, while alone one afternoon was telling a couple of visitors about the Mitchell when a third man walked in and asked if he had a car for instant delivery.

Mr. Pyke said yes and requested the man to wait for a few minutes, as he Pyke, "but here is a very fine seven

man to wait for a few minutes, as he was very busy.

The newcomer declared he was busier than Mr. PyRe, suggesting that the latter ask the other men to excuse him for about five minutes, for he wanted to get a car in a hurry.

"But, you can't buy an automobile in "Pyke, "out here is a very fine seven passenger car that sells for \$1,400 delivered here.

"Sold," said the man, handing a \$1,000 and four \$100 bills to Pyke, "can I drive the car out of the place now?"

In less than an hour, tanks filled and number plates attached, the new owner

"I can buy a car in less than five minutes without a check," said the man, "Have you a five passenger machine? You don't have to tell me about the Mitchell, I've seen what it does for

five minutes, for it will take longer than drove away.



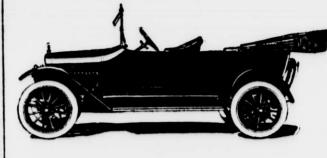
Character

MAN'S capacities are determined A by several factors, chief among which is the fiber of the stuff he is made of. Like all of Nature's most potent forces this is invisible, and being so, it secures its expression in effects and results. Competency, energy and honesty-these qualities constitute greater worth. And their development creates character.

Motor cars, too, have character. It is injected and molded by the hand of man; its presence is conspicuous when put to the test.

Maxwell Motor Cars, for example, gain character and individuality by reason of experience, care and skill with which they are made. Every operation must strengthen the final result and thus the ability to give abundant and satisfying service is correspondingly increased.

As we specialize in the manufacture of light weight, standardized automobiles, we can and do concentrate our entire attention on those details that make for better motor car character.



One chassis; five body styles

Two-Passenger Roadster, Five-Passenger Touring Car. . Touring Car (with All-Weather Top), Two-Passenger Cabriolet, Six-Passenger Town Car. . Full equipment, including Electric Starter and Lights. All prices F. O. B. Detroit

MOTOR COMPANY, DETROIT, MICHIGAN

Maxwell Motor Sales Corporation New York Branch

1808 Broadway at 59th Street BROOKLYN BRANCH—1392 Bedford Ave. at St. Mark's Ave. BRON'S DEALER—Simmons Automobile Co., 415 E. 149th St. NEWARK DEALER—Wilson-Ward Motor Co., 12-14 William Street

ters torporation Enthusiastic. automobile building of a been of uncommon inant of the advanced ideas gasolene performance has spread attention, best evi-President Clarke of the rporation, its distributers 1 1704 Broadway, "by immediate deliveries of Leaf roadster." ear's advent in Mexico arge order for immediate shipome I sed Car Facts.

ELCAR WELL RECEIVED.

President Clarke of the Kent Mo

at work and at noon the following for El Paso, Tex., where they instantly put into Government

addy for commercial use and he any one about to buy trucks to a order at once, because owing to

se of freight cars delivery is t certain to be delayed. At present on his floor at Fifty-second street Federal chassis ready for imme-

the newcomers on Automobile as as C. Burrelle, manager of the used car department, at leasy. Although still a young one of the pioneers of the line hails from the West, where cars he successfully handled

FEDERAL TRUCKS IN MEXICO.

Morton W. Smith Company Makes
Quick Delivery.

The quartermaster's department of the United States army telephoned to Morton W. Smith Company, Inc., agents for Fedral metor trucks, at 5:30 P. M. on Frical, April 7, asking him to deliver at the carliest possible moment two three and lon tank bodies.

Mr. Smith immediately set his organization at work and at noon the following

front during the past few years—chaps like Rickenbacker, Resta, Pullen, Anderson, Cooper, Rooney, &c.—in all probability will want to prove that they are all round drivers by tackling the twenty-

EAGER FOR 24 HOUR RACE.

ing for Mounts.



to overlook the Mercer. His investigations will reveal a high-grade four-cylinder car of real legitimate value. There is nothing of the "veneer" in connection with the Mercer. Every feature has been tried and proven, and extreme care in construction is observed in the most minute details. MODELS FOR ALL NEEDS WHITING MOTOR COMPANY

